

## THE AMERICAN EDUCATOR PANELS PRICING SHEET

# Taking the Pulse of America's Educators



Nonprofit, nonpartisan RAND runs three survey panels of educators. All three samples of educators are nationally representative:

1. More than 25,000 public school teachers of grades kindergarten through 12 (K–12)
2. More than 8,000 K–12 public school principals
3. More than 1,000 school district leaders

(RAND also hosts the American Life Panel [<https://www.rand.org/research/data/alp.html>] that has more than 5,000 adults, some of whom are school-age parents. Contact [aep@rand.org](mailto:aep@rand.org) for more information about the American Life Panel.)

Outside organizations and RAND researchers can purchase survey and interview research on the teacher and principal survey panel but not the district panel.

RAND Ph.D. survey methodologists and statisticians sample, recruit, and maintain the three survey panels. We calibrate survey responses to teacher, principal, and/or district characteristics to produce high-quality, accurate estimates. We are a proud member of the American Association for Public Opinion Research's Transparency Initiative (available at <https://aapor.org/standards-and-ethics/transparency-initiative/>).

Organizations can purchase survey and/or interview services as well as report writing. Our **minimum** prices are as follows and increase depending on the length and complexity of the work:

1. *Items on the annual omnibus survey:* \$1,000 per item for the first ten simple, multiple-choice items; \$625 per item after the first ten. Survey costs increase for more complex items. These surveys run once a year in the fall.
2. *Teacher or principal survey:* \$47,500 for a 10-minute survey with responses from 1,000 teachers or 1,000 principals. (We do not sell space on the district leader survey.) Ten minutes corresponds to approximately 60 simple survey items. Survey costs increase with additional or more complex items; see cost table on next page.
3. *Interviews:* Price depends on the number and length of interviews, as well as on the extent of RAND input on interview protocol and analysis.
4. *Report:* \$30,000 for analysis and production of a 10–15 page RAND report summarizing the results of a RAND-run survey and/or interviews. Additional costs are dependent on the length and complexity of the analysis and reporting. All RAND reports are peer reviewed and professionally edited.



## WHAT YOU GET WHEN YOU COMMISSION A SURVEY

RAND provides the following deliverables to clients for surveys of teachers or principals:

1. a deidentified data file in Stata and CSV formats that includes responses to your survey and standard demographics along with school characteristics for teachers or for principals (race/ethnicity, gender, teaching experience, grade level, school size, urbanicity, majority free and reduced-price lunch, and majority white). The data file also includes weights to the reference population using the National Center for Education Statistics (NCES) National Teacher and Principal Survey and the Common Core of Data. If you wish, you can also pay an additional \$2,000 to include NCES school identification codes.
2. a codebook that describes each variable in the data file
3. an Excel file showing the weighted summary statistics for each survey question.
4. a PDF copy of the final survey instrument as fielded.
5. a technical document that provides details about the survey administration, completion rate, and sampling and weighting.

RAND’s mission is to improve public policy. Therefore, we publish all of our de-identified survey data (up to one year after we collect it) in our American Educator Panel data portal for free download. We do not conduct proprietary or market research that is not of public benefit.

AEP pricing is based on survey or interview length, as well as any additional requested services. Survey cost = survey minutes × number of respondents × variable per minute cost that depends on survey length (see table below). A 10-minute survey with 1,000 completes would cost \$47,500 (which is our minimum), and a 10-minute survey with 2,000 completes would cost \$82,500.

SURVEY LENGTH	FIRST 1,000 RESPONSES	RESPONSES BEYOND 1,000
10 to 15 minutes	\$4.75/minute	\$3.50/minute
20 to 25 minutes	\$4.00/minute	
30 minutes	\$3.50/minute	

Finally, we also provide some specialized services as add-ons to AEP survey administration. At a fee of \$300 per hour, we provide such services as instrument survey design, complex sampling schemes, or complex programming. All of our survey administration is done electronically, but we can also send out hard-copy reminder letters at a cost of \$1.50 per mailing. We can refer you to our partner, Kitamba, for data visualization services on their Bento platform.

If you would like additional information about the panels or would like to use the panels in your research, please fill out the AEP survey intake form (available at <https://answer.rand.org/TakeSurvey.aspx?SurveyID=n2L25omK#>) or contact us at [aep@rand.org](mailto:aep@rand.org).

### ABOUT RAND AND RAND EDUCATION AND LABOR

RAND is a nonprofit institution that helps improve policy and decisionmaking through research and analysis. The AEP is part of RAND Education and Labor, a division of RAND that conducts research on early childhood through post-secondary education programs, workforce development, and programs and policies affecting workers, entrepreneurship, and financial literacy and decisionmaking.

For more information on this publication, [www.rand.org/t/CPA168-2-v4](http://www.rand.org/t/CPA168-2-v4).